

REMARKS

The specification has been amended to correct errors of a typographical and grammatical nature. Due to the number of corrections thereto, applicants submit herewith a Substitute Specification, along with a marked-up copy of the original specification for the Examiner's convenience. The substitute specification includes the changes as shown in the marked-up copy and includes no new matter. Therefore, entry of the Substitute Specification is respectfully requested.

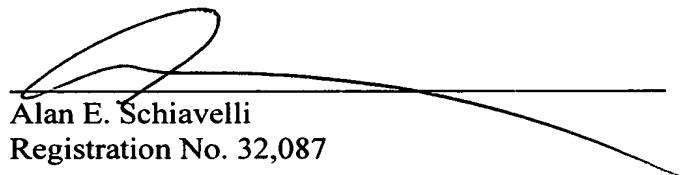
The claims and abstract have also been amended to more clearly describe the features of the present invention.

Entry of the preliminary amendments and examination of the application is respectfully requested.

To the extent necessary, applicant's petition for an extension of time under 37 CFR 1.136. Please charge any shortage in the fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account No. 01-2135 (503.40569X00) and please credit any excess fees to such deposit account.

Respectfully submitted,

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9. (Amended) A method for providing advertisement information according to Claim 7 ~~or 8~~ characterized in that said broadcasting receiver terminal is the one specified in advance.

13. (Amended) A method for providing advertisement information according to any one of Claims 1 to ~~12~~ 4 characterized said history information is used to create statistic history information and said statistic history information is supplied to the commercial sponsor.

14. (Amended) A method for providing advertisement information according to ~~any one of Claims~~ Claim 10 to 12 characterized the statistic history information and individual information are used to obtain the advertisement viewing rate regarding any one of the age, sex and residential area, and the result is supplied to the commercial sponsor of the advertisement.

23. (Amended) An advertisement information supply system according to Claim 21 ~~or 22~~ characterized in that said broadcasting receiver terminal is the one specified in advance.

29. (Amended) A broadcasting receiver terminal according to ~~any one of~~ Claims ~~26 to 28~~ or 27 characterized in that, every time said advertisement information is sent, the history thereof is played.

30. (Amended) A broadcasting receiver terminal according to ~~any one of~~ Claims ~~26 to 29~~ or 27 characterized in that said advertisement information is played at the time of conditional access of said program information by said receiver terminal.

31. (Amended) A broadcasting receiver terminal according to ~~any one of~~ Claims ~~26 to 30~~ or 27 characterized in that said advertisement information past the term of validity is deleted.

SPECIFICATION

TITLE OF THE INVENTION

A METHOD FOR PROVIDING ADVERTISEMENT INFORMATION
AND APPARATUS [THEREOF] THEREFOR

5

BACKGROUND OF THE INVENTION

The present invention relates to a method (for) of providing advertisement, and the apparatus [thereof, and] therefor. More particularly, to a method for providing suitable services to [the] commercial sponsor and viewers by sending advertisement information by radio [wave] via satellite or terrestrial radio [wave], and the apparatus [thereof].

In the conventional broadcasting of an advertisement provided by a private broadcaster [according to the prior art], the same program and advertisement have been sent alternately in terms of time to all viewers[.], independently of whether the viewers are interested in them or not, a received advertisement has been played.

To solve this problem, a broadcasting receiver (is) has been considered [where] advertisements alone are stored in advance, and those conforming to the taste of viewers are selected from them and are played. Such a receiver is disclosed in Japanese Application Patent Laid-Open Publication NO. Hei 11-55636, for example.

However, there is no way for commercial sponsors to know whether the advertisement provided by them ^{is being} ~~are~~ watched by viewers or not. The advertisement charge is determined by the program viewership and broadcasting time, and sponsors have often been forced to pay charges not conforming to ^{the actual viewing time of} the advertisement ~~actually~~ viewed.

SUMMARY OF THE INVENTION

10 The object of the present invention is to provide a means for promoting ^{an} advertisement to be watched by viewers and for collecting appropriate advertisement charges by ^{allowing} ~~making~~ sponsors ^{to determine} ~~know~~ the type of advertisement which conforms to the taste of ^{the} viewers.

15 The above object ^{can be attained by} ~~can be attained by sending~~ of the present invention ^{which sends} advertisement information by ^{transmission} ~~radio wave~~ via satellite or terrestrial radio ^{transmission} ~~wave~~, ^{receiving} ~~receives~~ history information from the broadcasting receiver ^{that has} ~~having~~ played the advertisement information and ^{calculating} ~~calculates~~ the advertisement charge to be paid by ^{on the basis of the received history information} a sponsor.

BRIEF DESCRIPTION OF THE DRAWINGS

20 Fig. 1 is a diagram representing ^{representing} ~~the~~ system ~~as~~ a

first embodiment of the present invention;

Fig. 2 is a diagram representing [the] business relationship [as a] first embodiment shown in Fig. 1;

5 Fig. 3 is a diagram representing the system configuration of a commercial sponsor, advertisement administration firm and program provider [as a] first embodiment of the present invention;

10 Fig. 4 is a diagram representing the business relationship among a commercial sponsor, advertisement administration firm and end user;

15 Fig. 5 is a diagram representing the business relationship wherein an information receiver terminal with advertisement stored therein in advance is distributed [as a] first embodiment of the present invention;

Fig. 6 is a diagram representing the business relationship wherein advertisement is published,

updated and deleted among a commercial sponsor, advertisement administration firm and end user;

20 Fig. 7 is a diagram representing the system configuration of an advertisement administration firm [as a] first embodiment of the present invention;

Fig. 8 [indicates] a broadcasting receiver terminal [as a] first embodiment of the present invention;

25 Fig. 9 is a diagram representing [the] business

according to
relationship [as] a second embodiment of the present
invention;

Fig. 10 is a diagram representing [the] business
according to
relationship [as] a third embodiment of the present
invention;

Fig. 11 is a diagram representing [the] business
according to
relationship [as] a fourth embodiment of the present
invention;

Fig. 12 is a diagram representing [the] business
relationship in the form of free broadcasting with
advertisement or paid broadcasting without
advertisement;

Fig. 13 is a diagram representing [the] business
relationship in the form of free broadcasting with
advertisement or paid broadcasting without
advertisement;

Fig. 14 is a diagram representing an example of
indication on [the] display in one embodiment according
to the present invention;

Fig. 15 is a diagram representing another example
of indication on [the] display in one embodiment
according to the present invention;

Fig. 16 is a diagram representing still another
example of indication on [the] display in one embodiment
according to the present invention;

Fig. 17 is a diagram representing an example of playing data on the information receiver terminal in an embodiment according to the present invention;

5 Fig. 18 is a ^{flow} diagram representing an example of entering the level of interest into the information receiver terminal in an embodiment according to the present invention;

10 Fig. 19 is a ^{flow} diagram representing an example of selecting and entering advertisement ^{information} into the information receiver terminal in a embodiment according to the present invention;

15 Fig. 20 is a ^{flow} diagram representing an example of selecting and entering advertisement ^{information} into the information receiver terminal in another embodiment according to the present invention;

Fig. 21 is a ^{flow} diagram representing an example of selecting and entering advertisement ^{information} into the information receiver terminal in still another embodiment according to the present invention;

20 Fig. 22 is a ^{flow} diagram representing an example of selecting and entering advertisement ^{information} into the information receiver terminal in a further embodiment according to the present invention;

25 Fig. 23 is a ^{flow} diagram representing an example of selecting and entering advertisement ^{information} into the

information receiver terminal in a still further embodiment according to the present invention; and

Fig. 24 is a diagram representing [an embodiment of] how to determine the order of play.

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DETAILED DESCRIPTION OF THE INVENTION

The following describes the ^{various} embodiments according to the present invention, with reference to [diagrams:] the drawp. ^{will be described}

10 Fig. 1 is a diagram representing [the system as] a first embodiment of the present invention.

The following describes the present embodiment with reference to [the] situation involving the following three parties: a sponsor 110 desiring to publicize an advertisement 108, an advertisement 15 administration firm 112 ^{which operates} to broadcast the advertisement 108 for the sponsor, and a end user 120 ^{which} receives and views the broadcast 142 containing the advertisement via satellite or the like:.

20 Fig. 2 is a diagram representing the business relationship according to the present embodiment.

The present embodiment is a form of business which provides a means for an economical rental of receiver terminal 150 by the end user 120 viewing the advertisement. To put it more specifically, a rental contract ^{for use of the} receiver terminal 150 is signed between

25

the advertisement administration firm 112 and end user 120 based on a certain advertisement ^{view} [watch] rating. If the advertisement ^{view} [watch] rating fails to meet a specified condition, the rental charge is transferred 5 to the next month. If the ^{view} [watch] rating has exceeded a certain level, a discount is applied to the rental charge as ^{an incentive} [a merit charge].

^{descrip^{tion} concerns} The following describes the flow of business! ↗

10 An advertisement administration firm 112 calls ^{for} [say] for advertisement information. Informed of this call and desiring to publicize advertisement, a commercial sponsor 110 provides advertisement information to the advertisement administration firm 112 (Step ²⁰¹ [1]). The 15 information can be provided via a cable communications line including ^{the} Internet, ISDN (Integrated Services Digital Network), DSL (Digital Subscriber Line), or fiber-optic cable, radio communications, or recording media, including CD-ROM. In this case, an agreement may be signed between the advertisement administration firm and commercial sponsor regarding the term of 20 validity of the advertisement, ^{the} method for advertisement charge calculation or the like.

25 The advertisement administration firm 112 signs a specified agreement with an end user 120 desiring to rent a terminal as well (Step 202). For example, a

one-month rental agreement is signed, and [the] rental charge for viewing [of] the advertisement, consisting of ^{reception} a specified amount and time of data, is paid in advance (Step 203). The type of the advertisement to be viewed and timing can be set by the end user 120 as desired.

At the time of this agreement, the end user 120 ^{the} provides personal information to ^{the} advertisement administration firm (Step 204). For example, it provides such ^{personal} information as the address, name, age ^{of the end user} and telephone number ^{as well as the field of the} product, the name of the company and name of the television personality as required. Furthermore, information on general hobbies is also provided in some cases, if the end user ^{agrees} [permits]. As more information is provided, the rental charge is reduced or the end user can specify the information which may be disclosed.

After this agreement has been established, a new ^{is issued on which} IC card ^{recording} [recording] the user ID or the like is ^{recorded} [issued]. This is used for user identification when the terminal is used. IC cards including the already issued CAS card (a card intended for conditional access) are updated to view the paid broadcasting channel.

The advertisement administration firm 112 takes ^{the} charge of the administration of ^{the} personal information

provided. At the request of commercial sponsor 110, it may provide the personal information (Step 206). In this case, the personal information provided is determined, based on the agreement with the end user

5 120. A communications line or recording media, such as a CD-ROM, can be used to send personal information.

Furthermore, every time personal information is obtained, it can be supplied to commercial sponsor 110. Or multiple pieces of personal information can be 10 provided collectively at a certain interval.

Furthermore, it is preferred to provide not only the information for personal identification, but also (the) information, ^{that has} having been edited into statistic information. However, if information for personal 15 identification and more detailed information can be provided according to the agreement with the end user, such information is sent to the commercial sponsor 110.

The commercial sponsor 110 pays the price for the amount and quality of received personal information to the advertisement administration firm 112 (Step 207). It is also possible to make sure that user information can be provided if the price is paid, even when the commercial sponsor does not provide information.

Payment can be made by allowing such a price to be 25 included in an advertisement charge.

According to the present embodiment, advertisement information is sent to the end user 120 after payment of the user information supply charge by commercial sponsor 110. It is also possible to request the 5 advertisement administration firm 112 to send advertisement information alone, without user information being supplied.

The advertisement administration firm 112 sends advertisement information to end user 120 by 10 broadcasting (Step 208) ^{the} ~~transmission~~ terrestrial radio ^{wave} or satellite broadcasting ^{or} ~~a~~ a satellite on ^a highly elliptical orbit in particular is used as a means of broadcasting. This advertisement information can be received and viewed without using the terminal by 15 rental.

The receiver terminal 150 ^{possessed} ~~owned~~ by the end user 120 receives advertisement information and records it on ^{the} ~~a~~ hard disk in the form of an advertisement storage data file. The end user can select a desired 20 one from the recorded advertisements and play it.

However, when the advertisement assigned in advance is to be played by replacement, the original advertisement is required to be the advertisement of the advertisement administration firm.

25 When an advertisement has been played, the

commercial sponsor, content, classification and time of play of the played advertisement are recorded and stored on [a] hard disk.

5 The history of played advertisements stored in the receiver terminal 150 is sent to the advertisement administration firm 112 by uplinking (144) via the satellite used for broadcasting receiver (Step 209). The history can also be sent to the advertisement administration firm [by] ^{via} the Internet [of the] ^{on a} wired 10 communications line, in addition to uplinking via [the] ^a satellite.

The advertisement administration firm 112 sorts out the received histories for each commercial sponsor or advertisement, and edits it into statistical 15 information on the number of viewers, viewing rating and average viewing time per person. Based on this statistical information, ^{on} advertisement charge paid by the sponsor is calculated, and a bill is sent to the sponsor together with the statistical history 20 information (Step 210). In this case, a bill or its CD-ROM may be sent by mail or wired, or ^a wireless communications line may be used.

After that, the commercial sponsor 110 pays advertisement charges to the advertisement 25 administration firm 112 (Step 211). One month after, ^{the}

signing of the agreement, ^A discount of the rental charge or other privileges are awarded to the end user 120 as ^{an incentive} ~~a merit change~~ by the advertisement administration firm 112 if advertisement information has been viewed in excess of ^{an} [the] amount determined in advance (Step 212). If viewing of the advertisement information fails to reach a specified level, that amount is added to the rental charge ^{and} is paid in the next month based on the agreement. Needless to say, deferred payment of the rental charge can be employed so that ^{an} actual rental charge reflecting the advertisement viewing is paid by the end user 120 every month.

^A [The following describes a] detailed embodiment of the present invention ^{will be described} with reference to ^{an} [diagrams:] ^{the} drawings. According to this embodiment, ^A advertisement created by the commercial sponsor 110 is sent to the receiver terminal 150 of the end user 120 through the advertisement administration firm 112, and is viewed. The viewing history of the end user 120 and information on the end user are collected by the advertisement administration firm and are sent to ^{the} commercial sponsor 110.

Fig. 3 shows an example of the system configuration. This embodiment indicates the system

configurations of a commercial sponsor 110,
advertisement administration firm 112 and [111] program
provider¹¹¹. The advertisement 108 created by the
commercial sponsor 110 and desired to be publicized is
5 stored in the advertisement server 354 of the
advertisement administration firm 112 via the
transmission means 104. The transmission means 104
used here can be a wired or wireless
telecommunications ^{path} [means] or a recording medium, such as ^a 1
10 CD-ROM. At the request of the commercial sponsor 110,
the advertisement administration firm 112 determines
the user to whom advertisement is distributed at the
advertisement administration division 356 according to
the user information stored in the user information
15 server 362 administered by a user information
administration division 358. For the user to whom ^{an}
advertisement is distributed, the advertisement
administration division 356 ^{transfers} [stores] the advertisement
stored in the advertisement server 354 via the
transmission line A 402, in the storage unit, such as a
20 hard disk in the receiver terminal 150 as an
advertisement data file 414. Broadcasting by satellite
or terrestrial radio ^{transmission} [wave], communications by satellite
or terrestrial radio ^{transmission} [wave], (the) ground line, such as an
25 optical fiber cable, ISDN, DSL, or telephone, or the

Internet is used as the transmission line A 402 for this advertisement distribution. The program stored in the program server 364 is sent from the program provider 111 to the receiver terminal 150 by the 5 transmission line C 404, the same transmission line as the transmission line A 402 or different from it. This program is stored in the storage unit, such as a hard disk ^{ware} in the receiver terminal 150 as a program data file 408. When an end user wants to view the receiver 10 terminal 150, he is checked by an IC card 482 ^(Fig. 8) to see if he is authorized to get information or not. At the same time, user information such as the ID, age and sex of the end user is input into the broadcasting receiver terminal. More detailed information of the 15 end user can be input and set by the remote control 480 or touch panel 450. When the end user is different from the IC card owner, the remote control 480 or touch panel 450 is also used for input and setting. User information input and setting includes information 20 on tastes and hobbies in advertisement viewing ^{and are} ^{of information} _{choices} used for setting ⁱⁿ advertisement viewing. Based on this setting, user information and advertisement viewing information are input into the interest storage 444. When the end user views the program 25 recorded in the program data file 408, the

advertisement suited to the user's taste is selected by the interest comparator 442 from multiple advertisements stored in the advertisement data file 414, and this advertisement is played during viewing 5 of the program whenever appropriate and ^{is} indicated on the display 152 via the indicator 432. In this way, the user can view the program with ^{the} advertisement.

This advertisement is shown on the display 152 through indicator 432 when the receiver terminal 150 10 has started, when the program has been downloaded or when radio frequency interference has occurred due to a drop in reception level.

The following describes ^A another more detailed embodiment of the present invention ^{will be described} with reference to ^{process} ^{leaving} ~~the drawings.~~ ^{diagrams:} This example shows a flow of the ^{process} ^{leaving} of an information receiver terminal and supply of statistic user information among the commercial sponsor, advertisement administration firm and end user.

In Fig. 4, the advertisement administration firm 20 112 issues an IC card 482 (Step 370) ^{for lease} and signs a rental agreement ^{an} of information receiver terminal with an end user 12 (Step 371). When or after the end user 120 has received the information receiver terminal, ^{an} application form for this agreement is sent or 25 distributed to the end user by the advertisement

will
administration firm 112. Then, the end user 120, fill
out this application form [for agreement] (Step 373) and
send it to the advertisement administration firm 112
(Step 374) to be accepted (Step 375). After that or in
5 parallel with that, the user profile of the end user
120 is sent to the advertisement administration firm
112 and is registered as an individual file (Step 377).
The registered individual profile is separated into
two types of information; one is personal information
10 which can identify the individual, and the other is
statistic¹ information which cannot (Step 378). They
are independently recorded (Steps 379 and 380). The
advertisement administration firm 112 issues an IC
recording the user ID corresponding to the user based
15 on the registered information, or matching is found
between the IC card created in Step 370 and user
information. The information receiver terminal 150
matched with the IC card is sent to the end user. When
it is accepted by the end user, lease agreement starts.
20 Of the multiple individual pieces of information
registered, the statistic¹ information which can not
identify the individual is processed by the
advertisement administration firm 112 at the request
supplied
of user information [supply] by the commercial sponsor
25 110 (Step 381), and [sends] statistic¹ user information^{is sent}

to the commercial sponsor 110 (Step 382). The commercial sponsor 110 receives the statistic^d user information and makes a payment to the advertisement administration firm 112 (Step 385).

5 [The following describes a] still another detailed embodiment of the present invention, with reference to the drawings. According to this embodiment, the [diagrams:] According to this embodiment, the information receiver terminal where an advertisement is stored in advance is given to an end user, or a 10 commercial sponsor acquires a statistic^d individual user profile. After advertisement expenses have been received from the commercial sponsor, the information receiver terminal displays the advertisement.

15 In Fig. 5, an advertisement administration firm 112 signs a specified agreement with an end user 120 desiring to lease a terminal (Step 202). Subsequently, or simultaneously with the agreement, the end user 120 supplies an individual user profile containing personal information to the advertisement 20 administration firm 112 (Step 522). The advertisement administration firm 112 leases the information receiver terminal 150 with advertisement 150 stored therein to the end user 120, or supplies it free of charge, depending on the case (Step 205). The 25 advertisement administration firm 112 processes the

statistic user profile and sends the statistic user profile to the commercial sponsor 110 (Step 524).

The commercial sponsor 110 pays the user information supply charge to the advertisement 5 administration firm 112 for the acquisition of the statistic user profile (Step 207). The commercial sponsor 110 having evaluated this statistic user profile requests the advertisement administration firm 112 to publicize the advertisement (Step 526), and 10 pays the advertisement publication expenses 528 for display of the advertisement 108 stored in the information receiver terminal 150 (Step 528).

The advertisement administration firm 112 sends to the information receiver terminal 150 ^{possessed} [owned] by the end 15 user, the advertisement display command signal for allowing advertisement to be displayed, and the advertisement sent thereafter is stored and displayed (Step 530).

Then, the commercial sponsor 110 requests the 20 advertisement administration firm 112 to update the advertisement (Step 532), and pays advertisement updating expenses for updating ^{the} advertisement (Step 534). The advertisement administration firm 112 sends new advertisement information to the information 25 receiver terminal 150 in order to update the

advertisement stored in the information receiver
terminal 150 ^{possessed} [owned] by the end user (Step 536).

The following describes A further detailed
embodiment of the present invention with reference to
the drawings.

5 Diagrams: This embodiment [shows] a flow of publication,
updating and deletion of advertisement among the
commercial sponsor, advertisement administration firm
and end user.

In Fig. 6, the advertisement administration firm
10 112 requests the commercial sponsor 110 to publicize
or update the advertisement (Step 540). When this
request is accepted, publication or updating of ^{the} A
advertisement is consigned to the advertisement
administration firm 112 (Step 542). The commercial
15 sponsor 110 sends the advertisement data to be
publicized to the advertisement administration firm
112 (Step 544) and the advertisement administration
firm registers this advertisement in the advertisement
server (Step 546). The commercial sponsor 110 makes a
20 payment to the advertisement administration firm for
publication of the advertisement (Step 548) and the
advertisement administration firm accepts it (Step
550). The advertisement registered in the
advertisement server (Step 552) is recorded in advance
25 as an advertisement data file 414 in a new information

receiver terminal 150 to be leased to the end user, before it is leased to the end user. In the phase (Step 205) of leasing the information receiver terminal 150 to the end user, shown in Fig. 5, an advertisement is stored in the information receiver terminal 150 in advance, as described above. The information receiver terminal 150 with the advertisement recorded therein is leased to the end user (Step 556) and the end user accepts it (Step 558).
10 The end user enters and sets personal information, such as age and sex, as well as related information, into the user terminal. Product groups, companies and advertisement performers, the (watching) ^{viewing} of which are not liked or disliked are set up (Step 560). Based on this setting, the programs containing the advertisement which the viewer wants to watch are viewed (Step 562). At the request of the commercial sponsor 110, the advertisement administration firm 112 [advertisement] adds or updates the advertisement data file 414 stored
15 in the information receiver terminal 150 already distributed to the end user (Step 566). This updating is performed via the transmission line (Step 564). Furthermore, from the information receiver terminal 150, the advertisement administration firm 112 deletes
20 the data file 414 of the advertisement whose
25

publication term has already expired (Step 568). This deletion is carried out via the transmission line or automatically by the calendar function in the user terminal when the term of publication has expired

5 (Step 570).

description is directed to
The following [describes], the systems on the side of the advertisement administration firm and end user and the processing flow thereof.

10 Fig. 7 shows the system as one example of the advertisement administration firm. →

This system comprises, as a receiver 302, at least one radio receiver for receiving the information sent through a wired communications line, such as the Internet, ISDN, DSL, or optical fiber cable or a 15 wireless means, such as satellite [wave] or terrestrial ~~transmission~~ ^{described} radio [wave]. The details are [shown] below.

The receiver 302 for receiving personal information of the end user 120 has an antenna for receiving radio [wave] from the satellite. In order to receive the personal information of the user 120, the receiver 302 has a receiver circuit for receiving the information sent from the information receiver terminal 150 via the network, such as the Internet, and a recording medium read-out circuit for reading the 25 recording medium, such as ^{the} CD-ROM storing the

advertisement information sent from the commercial sponsor 110.

5 History information, personal information and advertisement information received by the above-mentioned receiver are stored in the recording circuit, such as a hard disk, as a personal history data file 306, individual user data file 304 and advertisement information data file 330, respectively, from time to time.

10 Based on the information recorded in the personal history data file 306, the statistic history information creation division 308 files the information in order to get the statistic history information which maintains individual privacy without 15 allowing the individual to be identified, and records the statistic history data file 310 into the recording circuit, such as a hard disk.

20 Similarly, based on the information stored in the individual user data file 304, the statistic user information creation division 312 files the information in order to get the statistic history information which maintains individual privacy without allowing the individual to be identified, and records it as a statistic user data file 314 into the 25 recording circuit, such as a hard disk.

Every time new information is received, these data files are stored after having been filtered, and data file information is sent to the commercial sponsor on a periodic basis. Furthermore, it can be supplied at 5 the request of the commercial sponsor whenever necessary, or at a certain period of time every month. Old information can be deleted or overwritten. Alternatively, it can be stored and used as cumulative statistic¹ information or annual statistic¹ information.

10 For each commercial sponsor or for each type of (the) advertisement, the statistic¹ history information contained in the statistic¹ history data file contains at least information on the number of people having played the information in a certain time period and 15 the total hours spent for play. Whenever required, there can be additional information on the average viewing hour per person, viewing rate and the percentage of the people viewed.

20 The statistic¹ user information stored in the statistic¹ user data file contains the age, sex and residential area of the end user 120 in terms of statistic¹ percentage, and the field of users' interest in terms of statistic¹ percentage, as well as information on the end user having approved of ¹ the 25 providing personal information.

This system is preferred to have a statistic^d overall information creation division 316. Based on the individual user data file 304 and personal history data file 306, this statistic^d overall information creation division 316 uses the statistic^d history information and individual user information stored in the data file to edit and create the advertisement trend information which indicates the type of the users watching the relevant advertisement. This information is recorded in the recording circuit in the form of a statistic^d overall data file 318.

Information recorded in the statistic^d history data file 310 is used to calculate the advertisement charge in the advertisement expense computation division 320. To put it ^{more} specifically, it is used to calculate the charge proportional to the total play time of all viewers for one month, for example, for each commercial sponsor or for each type of advertisement. Actually, it is also possible to perform calibration by assigning appropriate weights based on [the] information on the amount of advertisement information and the number of viewers in addition to the play time.

The transmission data selection division 322 extracts the information recorded in the statistic^d user data file 314, statistic^d overall data file 318

and statistic^d history data file 310 for each commercial sponsor, and sends^A [them] to the transmitter 324. Furthermore, with consideration given to the contents of^d agreement signed between the end user 120 and^d commercial sponsor 110, the information stored in individual user data file 304 and the personal history data file 306 are sent to the commercial sponsor 110 only when approved by the end user 120, depending on the terms of the agreement.

10 The transmitter 324 adds information extracted by the transmission data selection division 322 to the information on the charge calculated by advertisement expense computation division 320, and sends^A it to the commercial sponsor. In this case, a charge statement 15 is mailed to the commercial sponsor, or is transmitted by a wireless means or communications network, including the Internet.

Based on the specified broadcasting schedule, the information recorded in the advertisement information 20 data file 330 is broadcast by the broadcasting administration division 332 through the uplink unit 114 by means of a broadcasting system 334, such as broadcasting satellite 100. The broadcasting schedule 25 is determined by priority setting; for example, the advertisement with a high viewing rate or [the] one

requested by the commercial sponsor 110 is broadcast on a priority basis. When the time limit for advertisement publication is specified by the commercial sponsor 110, the information is sent 5 together with advertisement information.

The present invention is also provided with a system for editing the advertisement of the advertisement administration firm 112 itself and providing it to general broadcasting stations, 10 although ^{this} (it) is not illustrated. This advertisement is broadcast in ^a form ^{in which it is} of being inserted between general broadcasting programs. This enables the end user 120 to watch the advertisement by replacing it with others at the terminal.

15 Fig. 8 shows an example of the broadcasting receiver terminal used by the end user. 

This terminal comprises a receiver A 402 and receiver B 404 containing antennas for receiving satellite broadcast ~~such as~~ such as BS/CS digital 20 broadcasting. It is used to receive [the content] such ^{things} as paid or free programs, as well as advertisement information.

To cope with storage-based broadcasting, the received program information ^{is} ~~such as~~ recorded and stored in 25 the recording circuit, such as ^{as} hard disk, as a program

data file 408 through the program administration division 406. The advertisement information is also recorded and stored in the recording circuit, such as a hard disk, as an advertisement data file 414 through 5 the advertisement administration division 412. The received advertisement information has a function of automatically deleting the stored advertisement information in conformity to the term of validity specified in advance or the command from the calendar 10 of the terminal 150 or the clock circuit (not illustrated).

The program read-out 420 plays the programs stored in the program data file 408 ^{as} [and] specified by a remote control 480. However, when the program read-out 420 15 has detected a portion allowing insertion of an advertisement, the reading of the program is stopped, and it is sent to a data multiplexing division 428, together with the advertisement obtained through an advertisement insertion administration division 424. 20 The multiplex data is decoded at the player 430[¹] and is displayed on the screen of the indicator 432.

The portion allowing insertion of an advertisement is ^{preferably provided with an} [preferred to consist of the] advertisement of the advertisement administration firm. It can be sent when 25 the advertisement contracted in advanced or an

advertisement insertion tag has been detected. The advertisement insertion tag is an advertisement identifier assigned to the header of a program data packet 652, and includes (the) information ^{concerning} [on] time. As shown in Fig. 17, ^{an} advertisement can be inserted during this time as desired. If ^{the} advertisement is not inserted in the program stored in the program data file 408, ^{an} advertisement can be inserted when the image is switched or the timer is set. ^{an} Advertisement can be played during the time of conditional access for decoding the coded program information. Further, it can be played when the terminal is started up, ^{when} a radio frequency interference has occurred, ^{when} a menu including electronic program list is displayed or ^{when a} (the) program recorded in advance is searched.

When ^{an} advertisement stored in advance is played, part of the screen or voice alone can be played. In this case, the amount of data, as well as the time of play, must be stored. Fig. 14 shows an example where advertisement 624 is inserted and displayed when the information of ^{an} movie B in the program guide 626 is selected and outputted on the display screen 620.

The advertisement insertion administration division 424 extracts the information of ^a higher level of interest from the advertisement stored in the

advertisement data file 414 through the advertisement read-out division 426. Whether information is of a higher level of interest or not is determined ^{by} the interest comparator 442 according to [the] information ^{concerning} 5 [on] the level of interest stored in the interest storage 444. The information stored in the interest storage 444 is [the one] stored in advance by input means, such as the touch panel 450 or remote control 480, or the IC card 482.

10 [The following describes] How to input the level of interest using the touch panel 450 or remote control ^{will be described} 480, with reference to Figs. 15 and 16.

15 In the display screen 620 shown in Fig. 15, ^{the} interest level 632 is changed for each advertisement product classification 634, and ^{it} is set by Determine 636. Although not illustrated, it is also possible to input an initial screen 638 and to display a screen for setting the interest level for each actor of the advertisement or each company as a commercial sponsor. ^{an example of}

20 Fig. 16 shows ^{the} screen for checking the level of interest regarding more detailed information on product classification 634. The level of interest can be set automatically for each product classification by inputting the entry.

25 Fig. 18 indicates a processing flow showing how to

enter the level of interest. The level of interest can be set with consideration given to the history of advertisements and programs viewed so far, in addition to the information entered by the viewer.

5 Referring to (The following employs) Fig. 19 (to describe), the processing by (an) interest comparator 442 for selecting the advertisement of a higher level of interest, using the information on the level of interest stored in the interest storage 444 according to the method discussed
10 ^{will be described} above.

Information on the level of interest is read out from the interest storage 444 (Step 741) and the advertisement related data is extracted from the advertisement data file 414 (Step 742).

15 As shown in Fig. 24, weight is assigned to each item by multiplying the read level of interest by a certain coefficient for each related information item for each commercial sponsor. The top priority is given to the item having the greatest total. The related
20 information items include a product classification, performer, manufacturer and season. In this way, priority is determined for each advertisement.

If advertisement insertion timing is detected by the above discussed advertisement insertion tag or the
25 like, advertisements to be played are selected in the

order of priority. The advertisement in question is played by the advertisement read-out division 426. After play of the advertisement of the lowest priority, the order goes back to the advertisement of the top priority, and advertisements are played in the descending order of priority. The above-mentioned step is repeated hereafter. When the viewing of a program has come to an end, the history of watching the program and advertisement is stored in the viewing history data file 422.

Fig. 20 shows a processing flow representing advertisements ^{that are} ~~higher~~ ^{by} than a certain order ~~[are]~~ played repeatedly, instead of all stored advertisements being played. Otherwise, Fig. 20 is the same as Fig. 19.

In Fig. 21, advertisements higher than a certain order are played repeatedly in the same way as in Fig. 20. When the number of repetition loops has exceeded ^{the} ~~the~~ specified level, play is repeated in the same procedure after the order of play is lowered.

Fig. 22 shows a processing flow representing the play of random advertisements from advertisements of a certain order. In this case, the already played advertisements must be recorded to avoid continued play of the same advertisement. In this way, after all the advertisements higher than a certain order have

been played, advertisements selected from the advertisements of lower order are played at random.

Fig. 23 shows a case of random selection from the stored advertisements without any order ^{by assigned} ~~assigning~~ to advertisement play. It shows that the advertisements in excess of the total of specified weights are played. In this case, the already played advertisements must be recorded temporarily in order to avoid continued play of the same advertisement.

From the stored viewing history, the history administration division 452 selects the advertisement viewing history for a certain time period and sends it to the uplink unit 454. It can be sent collectively every month by the operation of the end user, or ^{or} can be sent from time to time or automatically by the terminal ^{for} every play of the advertisement.

The advertisement viewing history is sent to the advertisement administration firm by an information transmission function for the satellite provided on the uplink unit 454. Preferably, a satellite on ^a highly elliptical orbit capable of two-way communications is used. However, it ^{also} can be sent by a network, such as the Internet.

The system of this terminal can be a terminal for real-time broadcasting without meeting the

requirements of storage-based broadcasting, where the terminal is provided with only [the] receiving antenna for terrestrial radio ^{transmission} wave according to the form of use. When sending the history from time to time, the 5 history need not be stored in the terminal.

The following describes An example of other business relationships according to the present invention, will be described.

Fig. 9 shows a form of business where the end user 10 120 receives such privileges as coupons or points from the commercial sponsor by viewing ^{an} [the] advertisement.

The system according to the present embodiment is basically the same as that of the above-mentioned first embodiment. The following describes ^{thus,} only the 15 differences from the first embodiment, will be described.

For the end user 120 to get points and other privileges, a specified contract must be signed. A privilege service contract is signed between the advertisement administration firm 112 and end user 120 (Step 502). However, to sign this contract, it is essential to ^{have} [own] a broadcasting receiver terminal for ^{an} storing ^{an} advertisement. An end user 120 without this contract can view this advertisement, but the privilege as one of the services of the advertisement 20 administration firm is not granted even when the play 25

history is returned to the advertisement administration firm 112.

The contract can be concluded by mailing a contract form or by e-mailing via [the] communications line. In the former case, the user receives a contract form from the sales representative when purchasing the terminal at a sales representative, or receives it by mail. Or, the contract form enclosed in the terminal package can be used. The contract form is filled out and mailed at the time of purchase or on a later date.

Such privileges as coupons and points are preferred to be granted electronically. For example, they are recorded on the IC card 482 on the side of the terminal. These privileges can be issued by the advertisement administration firm 112 on behalf of the commercial sponsor 110, and use of such privileges can be shared among the products of various commercial sponsors.

[The following describes] Another example of other business relationships according to the present invention will be described.

Fig. 10 shows an embodiment where a broadcaster also serves as an advertisement administration firm 112. It shows a form business wherein a discount is made off [the] the paid broadcasting viewing charge as [the] an incentive

[merit charge] as a result of the end user 120 having
watched [the] advertisement.

The system according to the present embodiment is
basically the same as that of the above-mentioned
5 first embodiment. The following describes^{thus} only the
differences from the first embodiment, ^{will be described.}

The position of the broadcaster in the present
embodiment is almost the same as that of the
advertisement administration firm in the first
10 embodiment. The space for replacement of the
advertisement on the terminal side and broadcasting of
a program guide is provided between the self-broadcast
programs.

A specified contract must be concluded in order
15 for the end user 120 to [get] a discount of ^{be entitled to} ~~the~~ broadcasting
viewing charge. ^{thus, a} (So) viewing discount service contract
is concluded between the broadcaster 612 and end user
20 120 (Step 602). To sign this contract, it is necessary
to own a broadcasting receiver terminal for storing
advertisements, similarly to the case of the above-
mentioned embodiment. An end user 120 without this
contract can view this advertisement, but services of
the broadcaster 612 are not granted even when the play
history is returned to the broadcaster 612.

25 The contract is concluded by mailing or ^{via a}

communications line, as described above. The discount applied to the [of] broadcasting viewing charge (Step 603) as (merit) an incentive [charge] is provided by obtaining the discount conditions based on the advertisement information viewed at a certain interval in a month, and by requesting the viewing charge to be paid by the end user in the following month as the amount resulting from deduction of the discount [rate], or by reimbursing that amount as a discount of viewing charge in cash.

10 The following describes still another example of other business relationships according to the present invention, will be described.

15 Fig. 11 shows the form of business where the advertisement administration firm sells to the end user the broadcasting receiver terminal, which is as determined the cheaper by advertisement viewing charge.

20 The system according to the present embodiment is basically the same as that of the above-mentioned first embodiment. The following describes ^{thus} only the differences from the first embodiment, will be described.

25 In the present embodiment, the advertisement administration firm 112 collectively purchased the information receiver terminal 150 from the manufacturer 710 (Step 712), and transfers it to the end user 120 at a cheaper price. The price difference

is covered by the advertisement charge from the commercial sponsor 110 paid by the end user for viewing the advertisement.

A specified contract is required for the end user 5 120 to get an economical information receiver terminal 150. A terminal transfer contract is concluded between the advertisement administration firm 112 and ^{the} end user 120 (Step 702). In this case, transfer ^{of} the information receiver terminal 150 [is transferred] to the end user 10 120 ^{is effected} on condition that services cannot be canceled for a certain time period. In some cases, it is sold more economically to the end user 120 by the manufacturer 15 710, serving also as an advertisement administration firm 112, and by storing the advertisement of its own products in the terminal in advance.

The following describes ^A further example of other business relationships according to the present invention, will be described.

Fig. 12 shows an embodiment according to the 20 present invention, where the information receiver terminal is used by the end user selecting whether the same program is viewed as a free broadcast ^{with} advertisement or as ^a paid broadcast ^{without} advertisement.

25 The embodiment in Fig. 12 is the same as that of

Fig. 5 up to the point where new advertisement information is sent to the information receiver terminal 150 by the advertisement administration firm 112 (Step 536).

5 After that, the end user 120 uses the remote control 480 or touch panel 450 of the information receiver terminal 150 to enter the command which indicates that the end user desires paid broadcasting for watching the program without viewing the 10 advertisement (Step 537). Then, the end user 120 uses the information receiver terminal 150 to send to the advertisement administration firm 112 the command that the paid viewing charge be paid from (the) ^a specified bank account (Step 538).

15 The advertisement administration firm 112 pays to the commercial sponsor 110 the charge for the unwatched advertisement when the advertisement is not viewed (Step 539).

20 (The following describes) Still another more detailed embodiment of the present invention with reference to (diagrams:) Fig. 13. ^{will be described}

Fig. 13 is a diagram representing the business relation of the embodiment. It is the same as Fig. 12 up to the point where the end user 120 receives the 25 ^{an} terminal where \ advertisement has been stored (Step

558).

After the end user 120 has received the information receiver terminal 150, he determines if the program is to be watched for pay or not (Step 572).
5 When he had determined to view the program without advertisement by paying a specified charge, he reports to the advertisement administration firm 112 that he wants to use paid viewing. In this case, use of the information receiver terminal 150 allows this
10 communication to be sent to the advertisement administration firm 112 from the information receiver terminal.

After the advertisement administration firm 112 has received the viewing charge from the end user 120 for viewing the program on a paid basis (Step 574),
15 the advertisement administration firm 112 calculates the amount of the charge for the unwatched advertisement to be returned to the commercial sponsor when the advertisement is not viewed (Step 576), and
20 pays it back to the commercial sponsor 110 (Step 578).

For the end user 120 ~~having~~ ^{that has} agreed to viewing the advertisement, the advertisement administration firm 112 adds ^a new advertisement to the advertisement data file 414 already distributed to the end user and
25 recorded on the information receiver terminal 150, and

updates it at the request of the commercial sponsor 110 (Step 580). This updating is carried out via the transmission line (Step 584). The advertisement administration firm 112 deletes data file 414 for [the an 5 ~~the~~ advertisement] past the term of validity for publication from the information receiver terminal 150 having been distributed to the end user (Step 588). In this case, the date file is deleted through the transmission line or automatically by [the] calendar 10 function built in the user terminal when the term of validity for publication has expired (Step 586).

In the embodiments discussed above, the information transmission line mainly used for transmission and reception has been [used to describe] 15 [the] ^{an} information transmission line using a satellite. However, the transmission line used is not restricted thereto. [The] ^Acommunications line including the Internet, ISDN, DSL, or optical fiber cable, 20 terrestrial radio [wave], satellite or ^Afree combination thereof can be used as a wired or wireless information transmission line] used for transmission or reception.

The present invention allows a viewer to select the advertisement to be played and to get various services by viewing the selected advertisement. It 25 also allows a commercial sponsor to get a correct

picture on the tendency of advertisement, conforming to
the taste of ^{an} viewer, ^{and} to pay the advertisement
charge ~~most~~ most accurately corresponding to the
advertisement actually watched by the end user. ^{Thus} ~~This~~,
5 the present invention greatly improves the efficiency
^{of} advertisement business.